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FOR IMMEDIATE RELEASE

COMMODORE BOOTH 2321

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EDITORS NOTE: For more detailed
information on the new 4500 CMOS
chip see the MSDI backgrounder
in press kit.

SOPHISTICATED NEW CHIP TECHNOLOGY

COMMODORE INTRODUCES NEW CALCULATOR
LINE AT CONSUMER ELECTRONICS SHOW

LAS VEGAS, Jan. 5, 1980--Commodore's Consumer Products Division, a pioneer in manufacturing and marketing personal electronic calculators, has announced a line of calculators based on a new state of the art microprocessor technology developed by the company.

Called the 4500 Series, the line will be on display at Commodore's Booth 2321 during the Consumer Electronics Show Jan. 5-8 at the Las Vegas Convention Center.

The eight new devices, ranging in price from \$20 to \$95, include credit-card size and pocket-size financial, scientific and programmable machines.

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The 4500 family of calculators is strongly user oriented, says Bill Wade, manager of the Consumer Products Division. "There are no complicated programming steps. Each model is unusually thin, lightweight, competitively priced, and designed to have what we call the 'Cartier-look' in gold and chrome.

"Because the line is based on our highly sophisticated 4500 'chip,' they can be used reliably with a power supply as low as 1.5 volts." The chip was developed by the same team that designed the 6502 microprocessor, which is the basis of the popular Commodore PET personal computer.

All feature long-lasting liquid crystal displays (LCD).

Initially, eight models of calculators are planned for the 4500 series. They are scheduled for market introduction in the first quarter of 1980:

1. An ultra-thin, credit-card size model designed for business and financial users. The 30-key, 8-digit display also displays feedback on what has been entered during each step of the calculation (PMT, PV, FV, etc.). It has five non-volatile memories and a tone generator. It carries a suggested retail price of \$39.95.

2. An ultra-thin, credit-card size model with 30 keys, five non-volatile (read-only) memories, an 8-digit display, and a tone generator. It carries a suggested retail price of \$29.95.

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3. A thin, pocket-size model for basic scientific applications. The 40-key model displays 10 full digits and status indicators such as: ERROR, DEG, RAD, GRAD, etc. It also has a confirmation tone. It is offered at a suggested retail price of \$39.95.

4. The basic financial model is ultra-thin and pocket-sized. It has 40 keys, a 10-digit display, and an exclusive prompt feature. This feature displays status--such as PMT, PU, FU, etc.--at each step in the calculation, and also has a tone generator. Suggested retail is \$44.95.

5. An ultra-thin, pocket-size, microprogrammer model, with a suggested retail price of \$49.95. This 30-key, 8-digit calculator also has a full ASCII character set on the back to facilitate programming. Its display indicates status, such as DEC, HEX, OCT, etc., and has a tone generator.

6. An ultra-thin, pocket-size, high-end scientific calculator with 10 memories and five levels of parentheses will be offered at a suggested retail price of \$59.95. The display has an 8-digit mantissa plus 2-digit exponent and indicates status steps such as DEG, RAD, GRAD, ERROR, etc. This model has 45 keys and a tone generator.

7. An ultra-thin, pocket-size scientific programmable calculator with 120 non-volatile programming steps will carry a suggested retail price of \$79.95. It has an 8-digit mantissa plus 2-digit exponent display, status indicators, 45 keys and a tone generator.

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8. An ultra-thin, pocket-size, programmable financial calculator, with a suggested retail price of \$79.95, has 120 non-volatile program steps. Its 8-digit mantissa plus 2-digit exponent display also contains prompts to indicate the status of each step in a calculation. This model has 45 keys and a tone generator.

Six additional calculators are scheduled for later introduction.

1. A vertical, credit-card size model with a lithium battery. Priced at \$19.95, this calculator is attractively styled in chrome and gold and has an LCD display.

2. The same model with an alarm, priced at \$29.95.

3. A standard-size model with 15 metric conversions. Priced at \$21.95, it has an LCD display and an attractive chrome and gold case.

4. A standard-size scientific model, priced at \$39.95, that has an LCD display and a high styled chrome and gold case.

5. A portable liquid-crystal model with a plain-paper printer, priced at \$94.95.

6. An LCD scientific model, priced at \$30, with 8-digit mantissa and 2-digit exponent, that uses AAA batteries.

In announcing the new calculator line, Commodore is also announcing a beefed-up service network. Three service centers are already in place: in Santa Clara, California

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ADD
4500 SERIES
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(the company's U.S. headquarters), Dallas, Texas, and Norristown, New Jersey. Six more centers will be added by the end of 1980.

Commodore's Consumer Products Division, which markets watches and a new electronic thermostat in addition to the company's line of calculators, includes two Commodore subsidiaries, Micro Display Systems, Inc. (MDSI) and Frontier Systems, Inc. Frontier is the principal manufacturer of watches and watch modules, while MDSI is responsible for the calculator line.

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commodore LC4512

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DEG GRAD RAD OFF ON

$\frac{d}{dx}$	y^x	$1/x$	$(($	$))$
HYP	\sin	\cos	\tan	$x \leftrightarrow y$
LN	\sin^{-1}	\cos^{-1}	\tan^{-1}	π
LOG	e^x	x^2	$\rightarrow \text{DEG}$	$\rightarrow \text{P}$
	10^x	\sqrt{x}	$\rightarrow \text{DMS}$	$\rightarrow \text{R}$

$\times \div$	CM	RM	STO	M+
$\frac{1}{x}$	$\frac{1}{n} \div$	S/S	$x \leftrightarrow y$	DAT/DEL
EXP	7	8	9	\div
$\frac{1}{x}$	4	5	6	\times
CE	1	2	3	$-$
C	0	.	=	+